

### **C. Offices Held in Professional Associations**

#### **AMA**

1. Member of the Board of Directors, The Philadelphia Chapter of the AMA, 1979-83.
2. Program Chairman of:
  - a) The 1977 AMA Doctoral Consortium Philadelphia, August 1977.
  - b) The 1975/76 AMA Attitude Research Conference, Hilton Head, SC, February 1976.
  - c) The National Educators AMA Conference, Washington, D.C., August 1973.
3. Member of a number of AMA councils including the Advisory Council of the National Marketing Honorary Society of the AMA - Alpha Mu Alpha, 1980/81 and the Educational Policy Council, 1977/78.

#### **TIMS**

1. Chairman, 1974/75; Chairman Elect, 1973/74; and Vice Chairman, 1971/72 of the Institute of Management Science College of Marketing.
2. Program Chairman of:
  - a) Marketing track on "Marketing Science for Increased Competitiveness of Firms and Countries", 1988 Washington, D.C., TIMS/ORSA Conference.
  - b) The 1981 Market Measurement and Analysis Conference (with Vijay Mahajan)
  - c) The Delaware Valley Chapter, 1967/68.
3. Member of the Program Committees of the Market Measurement and Analysis Conference: University of Texas, 1980; New York University, 1981; and the Marketing Science Conference: University of Chicago, 1983; Vanderbilt University, 1985; University of Texas at Dallas, 1986; Centre HEC-ISA, Jouy-en-Josas, France, 1987; Washington University, 1988.
4. Member of the Advisory Board of Marketing Science, 1983 -

#### **IAM – The International Academy of Management**

1. Program chairman, the Americas Conference, 1994, 1998
2. Vice Chancellor for the Americas, 1995 -

#### **MSI – Marketing Science Institute**

1. Chair of a task force on e-business evaluation (part of the Metrics program), 1999.
2. Academic Trustee (1989-95 )
3. Member of the Academic Advisory Council (1983-87)
4. Member of a number of steering groups, including
  - Marketing Strategies Steering Group, 1983-87
  - The International Advisory Steering Committee (1985-87)
  - Information Technology Steering Committee (1990-92).

#### **Other**

1. World Management Council. Member of the Academic Advisory Board (1988-).
2. Member of the interdisciplinary task force (organized by AMA) for the design of the *Journal of Consumer Research*, (October 1971-July 1972). Founding member of the Policy Board of the *Journal of Consumer Research*, 1972-1983; Chairman of the Board 1977/78; Chairman of the 1976 and 1981 Editor Search Committees.
3. Member of the Philadelphia's International City Steering Committee, 1983-1985, 1987-1988.
4. Member of the Publication Committee of AAPOR, 1973/74.
5. Member of Program Committee of 1979 ACR Conference.

### **D. Planning and Organizing Professional Programs at the University**

1. Redesigned and directed the executive program, "Winning in the Next Millenium," Dec. 1998.

2. Initiated "The Impact of Computers and Information Technology on Management: 1946, 1996, 2001," May 13-14, 1996 program for the ENIAC at 50 celebration (1994 - )
3. Initiated the "Computers and Art" program for the ENIAC at 50 celebration (1994 - )
4. Participated in the original design of the Wharton - AT&T Marketing Management Program. Taught in the 1973, '75 -'80 programs.
5. Developed, organized and taught a Marketing Research Seminar for U.P. Clinical Scholars Group (February - May 1975 and February - April 1976).
6. Planned and taught the marketing management section of a number of advanced management programs of the University of Pennsylvania:
  - Dean Witter - Wharton Account Executive Program, 1986.
  - Securities Industry Association Program, annually since 1982
  - Advanced Management Program for Overseas Bankers, 1975, 1976
  - Program for Health Care Executives, 1973, 1975, 1982
7. Participated in various executive development programs of the Marketing Department of the University of Pennsylvania:
  - Marketing for the Postal Service, 1983
  - Marketing Strategy Seminar, since 1981 (January & May)
  - Pharmaceutical Advertising Council, 1980/81
  - Wharton Salesforce Management Seminar, since 1980 (January & May)
  - Dixie/Marathon (American Can Company), May 1977
  - Marketing Research Seminar 1977 - 1983
  - General Building Contracting Association, Inc., January 1977
  - Center de Promotion du Commerce International, Chambre de Commerce et d'Industrie de Nantes, 1976, 1978-80
8. Planned and taught (with Thomas Robertson) a number of seminars on Health Care Marketing for:
  - The Virginia Hospital Association, February 1978.
  - The New York Management Center, September and November 1977.
  - The Wharton School's Lifelong Education Program, October 1976.
9. Co-founder, organizer of the Wharton teaching component, and frequent lecturer in the Penn/Israel Binational Marketing Management Program 1979 - 1995.

#### **E. Award Committees**

1. Member of the Parlin Board of Governors, 1978-83, 1995-; Chairman of the Board, 1980/81.
2. Initiator of the Lauder Institute Award for the Research Paper that Best Advances the Theory & Practice of International Management Science. Administered by TIMS and Chairman of the first award (1989 -)
3. Member of the W. Arthur Cullman Executive Award Selection Committee (Ohio State University), 1985 -.
4. Member of a panel of judges for the evaluation of nominees for the Paul D. Converse Awards for Outstanding Contributions to the Development of Theory and Science in Marketing, 1974, 1977, 1981, and 1986.

#### **F. Planning and Organizing Professional Programs Outside the University**

1. Planned and taught a number of two-day seminars on "Recent Developments in Marketing Research Methodology" for:
  - The Management Center, University of Bradford, February 1975 and May 1976.
  - The University of Laval, Canada, November 1973.
  - The University of Social Sciences at Grenoble, France with (Paul E. Green), May 1973.
2. Planned and taught various AT&T Executive Development Seminars on:
  - "Multivariate Analysis in Marketing", March and August 1975.

- "Market Analysis", December 1974, and June 1975.
  - "Market Segmentation", September 1974, November 1975 and March 1976.
  - "How to get the Most Out of Your Marketing Research", Spring 1974.
  - "Consumer Behavior", October 1972, January 1978.
3. Planned and taught two one-day executive seminars on Conjoint Analysis and New Product Policy at the University of New South Wales (Australia), June 1977.
  4. Planned and taught a number of executive seminars at the University of Tel Aviv: Marketing Strategy (1969); Product Policy (1977); Marketing and Corporate Strategy (1978, 1980); New Development in Product and Marketing Research (1980).
  5. Planned and taught the marketing research section of the Bank Marketing Program of the Graduate School of Bank Marketing, April 1977.
  6. Planned and taught a series of two-day seminars on Marketing Strategy for the New York Telephone Company, February and April 1976.
  7. Initiated, planned and organized a number of two day workshops on:
    - Concept Testing, University of Pennsylvania, March 1972.
    - Industrial Buying Behavior (with Frederick E. Webster and Richard N. Cardozo), sponsored by the AMA & the University of California at Berkeley, April 1971.
    - Research Utilization, (with Steve Greyser and Randy Batsell), sponsored by the AMA and MSI, April 1979.
    - Advances and Applications in New Product Forecasting: Innovation Diffusion Models (with Vijay Mahajan) sponsored by MSI, October 1983.
  8. Organizer and chairman of various sessions at annual conferences of various professional associations (illustrative list):
    - "Consumer Labs", Marketing Science Conference, March, 1997.
    - "Global Marketing Strategy", 1991 ORSA/TIMS Meeting
    - "Creation of Innovative Marketing Knowledge: An Interdisciplinary Perspective", 1989 AMA Marketing Educators Conference, August 1989.
    - Strategic Alliances", TIMS Osaka, Japan, July 1989.
    - "Industrial and New Technologies Marketing: Lessons from Industry", International Research Seminar in Marketing, La Londe les Maures, France, May 1989.
    - "New Product Development Models", ORSA/TIMS, San Diego, October 1982.
    - "Product/Market Portfolio Models", ORSA/TIMS, Colorado Springs, November 1980.
    - "The Role of Multivariate Analysis in Consumer Research", APA, Toronto, 1978.
    - "Applications of Management Science to Market Segmentation", TIMS, Miami, 1976.
    - "Recent Developments in Management Science Application in Marketing", TIMS, Las Vegas, 1975.
    - "Multidimensional Scaling and Conjoint Measurement in the Study of Multidimensional Psychophysics", ACR, Boston 1973.
    - "Implementation of Management Science in Marketing", TIMS, Houston 1972.
    - "On the Teaching of Consumer Behavior", AMA, Houston, 1972.
    - "Family and Industrial Buying Behavior", AMA, Minneapolis, 1971.
    - "Multidimensional Scaling in the Study of Consumer Behavior", ACR. 1970.
  9. Planned, organized and taught a Marketing Management Program for the top executives of the Union of Cooperative Societies (Israel), April to July 1969.
  10. Planned and taught marketing courses at a Graduate Program for Marketing Consultants at the Israel Institute of Productivity, September 1968 to January 1969.
  11. Academic advisor to a number of organizations engaged in Management Training in Israel. Primarily the Israel Institute of Productivity, and the Technion Research and Development Foundation Ltds., January to August 1969.

## E. Lecturing

- 1 Illustrative Keynote Addresses at various conferences including:
  - "Towards a New Marketing Paradigm," AMA Winter Marketing Educators' Conference, February 1998
  - "Creating a 21st Century Enterprise: Implications for Marketing Practice, Research and Education," Keynote Address, 2nd International Workshop on Economics and Management, Santiago, Chile, October, 1996
  - "AHP in Top Management Decisions," The Keynote address of The International Conference on AHP Washington, DC, July 11, 1994.
  - "Marketing in the Pharmaceutical Industry: Emerging Challenges and Opportunities," Healthcare Marketing and Communications Council and Wharton Executive Education, Wharton School, April 8, 1996.
  - Neuhauf Lecture, "The Impact of Marketing Science on Industry and Academia: Applications, Results and Lessons," at Rice University, March 23, 1994.
  - Third Workshop on Marketing and Competitive Advantages with Ambrosetti Group, Milan on "The Customer Driven Company: From Concept to Reality", November 27-28, 1992.
  - Amoco Fabrics and Fibers Co-Leadership Council, address on "What a Difference a Difference can Make", May, 1988.
  - A special meeting of the Chinese Management Association and the Taiwan Ministry of Trade, address on "Marketing to the U.S." (Taipei), July 1985.
  - MRCA Conference on "The Affluent Market: New Data and Methodologies in Financial Services Planning", November 1984.
  - The 1983 ESOMAR congress August 1983 at Barcelona. Keynote address on "The contribution of Research to Product Management and New Product Development.
  - The 1983 Research and Planning Conference of the Bank Marketing Association. Keynote address on the Integration of Marketing into Strategic Planning", April 1983.
  - The 1982 AMA Faculty Consortium on "Industrial Marketing and the Changing Environment." Ohio State University, July 1982.
  - S.F. Chapter of the AMA, address on "Increasing Marketing Productivity, March 1982.
  - Philadelphia Chapter of the AMA, Conference on Market Segmentation, January 1981.
  - The First Delaware Valley Meeting of the Product Development and Management Association (PDMA), December, 1980.
  - AMA International Conference Workshop, Philadelphia, June 1978.
  - National Agricultural Marketing Association, Philadelphia, March 1977 and February 1978.
  - Marketing Planning Conference, The AMA Western Michigan Chapter, Grand Rapids, March 1976.
  - The 11th Annual "New Horizons in Science", Conference of the Council for the Advancement of Science Writing, New York, November 1973.
2. Presented papers at various national conferences of the American Marketing Association, December 1967; June and August 1968; August 1969; August 1970; June and August 1974; April and August 1975; August 1976; August 1977; June and August 1978; June and August 1979; June and August 1980; August 1981-1990, March 1990, August 1991; August 1991, April 1993; February & August 1994, August 1995, August 1996, August 1997, February 1998, August 1999.
3. Speaker in various conferences and workshops of:
  - Association for Consumer Research (ACR), 1968, 1970/73, 1975, 1977, 1984.
  - The Institute of Management Science (TIMS), 1969, 1972, 1974-78, 1980-.
  - American Institute of Decision Sciences (AIDS), 1974, 1976.
  - American Association of Public Opinion Research (AAPOR), 1974/75.
  - American Psychological Association (APA) DIV 23, 1978.
  - American Statistical Association (ASA), 1978.
  - AMA Philadelphia Chapter, 1980/81.

- Annual Conference of The Strategic Management Society, 1984.
  - Annual Conference of the Pharmaceutical Marketing Research Group (PMRG), 1986, 1987.
  - Annual Conference of the World Future Society Assembly, Washington, D.C., 1993
4. Speaker in a number of the AMA Attitude Research Conferences, 1967, 1971, 1973, 1976, 1987.
5. Member of the Faculty of the AMA Doctoral Consortiums:
- University of Colorado, 1996
  - University of Santa Clara, 1994
  - University of Southern California, 1991
  - New York University, 1987
  - University of Notre Dame, 1986
  - University of Michigan, 1983
  - University of Minnesota, 1982
  - Pennsylvania State University, 1980
  - University of Maryland, 1981
  - University of Wisconsin, 1979
  - University of Chicago, 1978
  - University of Pennsylvania, August 1977
  - University of Texas, August 1976
  - University of Illinois, September 1971
6. Member of the AMA Faculty Consortium, Chicago 1997
7. Delivered papers and participated in various professional workshop on:
- Applications of Multidimensional Scaling to Marketing and Business, sponsored by the University of Pennsylvania and Bell Laboratories, June 1972.
  - Planning Data for STI Managers, Sponsored by NSF office of Science and Information, December 1976.
  - Synthesis of Knowledge of Consumer Behavior, sponsored by the RANN Program National Science Foundation, April 1975.
  - Multinational Product Management, sponsored by the Marketing Science Institute and the AMA International Marketing Division, January 1976.
  - Consumer and Industrial Buying Behavior, sponsored by the University of South Carolina, March 1976.
  - Organizational Buying Behavior, sponsored by the University of Pittsburgh, April 1976.
  - Consumer Research for Consumer Policy, sponsored by the MIT Center for Policy Alternatives, July 1977.
  - Analytical Approach to Product-Marketing Planning, sponsored by the AMA and MSI, University of Pittsburgh, November 1977, October 1981.
  - Interfaces Between Marketing and Economics, sponsored by the University of Rochester, 1978, 1983.
  - Industrial Marketing, Penn State University, May 1982.
  - Market Measurement and Analysis, renamed Marketing Science Conference sponsored by ORSA/TIMS:
    - Centre HEC-ISA, Jouy-en-Josas, France, 1987.
    - University of Texas at Dallas, 1986
    - Vanderbilt University, 1985
    - University of Chicago, 1984
    - University of Southern California, 1983
    - Wharton, March 1982
    - New York University, March 1981
    - University of Texas, Austin, March 1980
    - Stanford University, March 1979

8. Illustrative addresses at various top management conferences and meetings in the U.S. and abroad:

- "Preparing for 2002: Creating a Leading Global Medical Communication Company for the 21<sup>st</sup> Century," Top Management of Medius Group Int. Paris, May 1997.
- "The Next Enterprise: Creating a Successful 21<sup>st</sup> Century Enterprise," The Hong Kong Management Association, January, 1996.
- "Building the 21st Century Corporation Today: A Marketing Perspective," A one day session for CEOs who participate in the MASTERSHIP program (LA) January 1990.
- "Growth Outlook for Consumer Products and Services" to the policy committee of Anheuser-Busch Company, 1986.
- "Marketing Management in Securities Firms" SIA Regional conference, 1986.
- "Recent Developments in Marketing Strategy", to Dutch top executives by Horinga & DeKoning, October 1986.
- A number of 1-day Top Management Seminars organized by Studio Ambrosetti (Italy):
  - Developing and Launching New Products (1986)
  - Marketing and Corporate Strategy (1987)
  - Marketing for Financial Institutions (1987)
  - Domestic and International New Business Entry Strategies 1988)
  - Strategic Marketing and New Product Development (1989)
  - How to Develop Products More Often and Get Them to Market Faster (1991)
  - The Consumer Goods Scenario: The Challenge (1992)
- "The Challenge of Marketing" Board of directors and top management of Grand Metropolitan, 1985.
- "Advances in marketing and Business Strategies" Top management group of the John Fluke Manufacture Co., 1985.
- "Global Marketing Strategies" YPO Chapter of Hong Kong, 1985.
- "Marketing for Hospitals" Hospital presidents program of the J&J Leonard Davis Institute program, 1985.
- "Global Marketing Strategies" Top executive group of MARS pet food business, 1984.
- "Marketing for the Evolving Company" Conference on "Financing & Managing the Evolving Company" sponsored by Arthur Andersen & Co. and the GSB University of Texas at Austin, April 1984.

Other Top Management groups addressed include:

- MSI Trustees, Cambridge, Massachusetts, October 1983.
- Securities Industry Association Fall Meeting, N.Y., October 1982, Spring Meeting, Homestead, Virginia, May 1982: keynote speaker.
- Three sessions at the 1979 YPO Central Area Conference, Williamsburg, October 1979.
- Two sessions at the YPO International University, Rio de Janeiro, May 1979.
- Two sessions at the 1978 YPO, Eastern/Northeastern Area Conference, Sea Island, Georgia, November 1978.
- Eastern Pennsylvania Chapter of YPO, October 1978.
- Two-day seminars for top executives of Latin American countries sponsored by Expansion Publishing Group, Mexico City, June 1978, (Marketing Strategy); June 1978 (the Marketing Audit); and December 1980 (Marketing for Top Executives).

9. Guest lecturer at faculty research seminars and executive development programs of various universities and research institutes, including:

- Bell Laboratories (Applied Statistics Area), 1978
- Columbia University, 1974, 1976-78
- Drexel University, 1977, 1984
- Erasmus University, The Netherlands, 1993
- Escola de Administrao de Empresas de Sao Paulo, Brazil, 1979

- European Institute for Advanced Studies in Management, Brussels 1981
- Florida Atlantic University, 1972
- Harvard University, 1981
- IESE Universidad de Navarra, 1999
- Indian Institute of Technology (IIT) Bombay, 1989
- INSEAD, France, 1992
- Institut Supérieur des Sciences Economiques et Commerciales, Paris, 1981
- Interdisciplinary Center Herzliya, 1996, 97
- Laval University, Canada, 1973
- Monash University, Australia, 1977
- Nanzan University, Nagoya, Japan, 1977
- New York University, 1979, 1984
- Northwestern University, 1980
- Norwegian School of Management, Norway, 1993
- Pennsylvania State University, 1978
- Southern Methodist University, Texas, 1982, 1984, 1986
- Stanford University, 1976, 1982
- State University of New York at Buffalo, 1975
- University of Bradford, 1975/6
- University of California at Berkeley, 1975
- University of California at Los Angeles, 1976, 1980, 1990,
- University of Capetown, S.A., 1982
- University of Chicago, 1981
- University of Groningen, 1986
- University of Houston, 1977
- University of Illinois, 1985
- University of Iowa, 1971
- University of Minnesota, 1973
- University of New South Wales, Australia, 1977
- University of Ottawa, 1974
- University of Pittsburgh, 1988
- University of Social Sciences, Grenoble, France, 1973
- University of Southern California, 1979
- University of Tel Aviv, 1977-80, 1982
- University of Texas at Austin, 1984, 1997
- University of Tokyo, Japan, 1992, 1993, 1995, 1997
- University of Washington, 1979
- Yale University, 1982

10. Speaker at various executive programs of the University of Pennsylvania:

- Winning in the Next Millennium, "Driving Change," 1998
- Stennis Congressional Fellows Program at Wharton, "Driving Change: Creating Winning 21<sup>st</sup> Century Organizations," 1997.
- Competitive Marketing Strategies, "Preemptive Strategies," 1997, 1998
- Sales Force Management Program, "Segmentation and Positioning for Sales Force Effectiveness," 1987, 1990, 1997
- Healthcare Marketing and Communications, 1996
- Re Engineering Pharmaceutical Marketing, 1994
- Executive Development 1992, 1993
- AMP -- Advanced Management Program, 1988, 1989, 1990, 1991, 1997, 1998
- "Marketing Strategy" in the J&J-Wharton Fellows Program in Management for Nurses 1983, 1984, 1985, 1986
- "Marketing Strategy" in the Delaware Valley Hospital Strategic Planning Program, Mar 1980
- "New Developments in Social Research", in the Symposium on Corporate Awareness February 1977.

1. Speaker at various local and regional meetings of the American Marketing Association, 1967 to present, and national meetings of other marketing associations such as the National Account Marketing Association, 1973; the International Pharmaceutical Marketing Research Group, 1973; The National Association of Children's Hospitals and Related Institutions, 1976; American Management Association's advanced Marketing Research Seminars, 1967/68; and the Marketing Science Institute conferences and management seminars, 1968-1994.
2. Guest speaker at special seminars of:
  - The Australia and New Zealand Marketing Societies in Sydney and Melbourne, June 1977.
  - Various conferences of the Israel Advertisers' Association, The Technion Research and Development Foundation, Ltd., The Ministry of commerce and Industry, 1968/69.
  - Foreign market entry and import protection strategies, The Israel Institute of Management, October 1984.
3. Illustrative Recent Presentations
  - "Towards a Research Agenda in E-Commerce and Internet Marketing," AMA Educators' Conference, San Francisco, August 1999.
  - "Digital Marketing and the Future of Marketing, Marketing Research, and Academic Research in Marketing," Plenary session of the AMA Educators' Conference, San Francisco, August 1999.
  - "Creativity and Innovation" in Wharton Workshop on Creativity and Knowledge Creation, April 1999.
  - "Marketing Strategy in the Global Information Age: Implications for Research and Modeling," PhD. And Faculty Seminar IESE Universidad de Navarra, Barcelona, March 8, 1999.
  - "A Marketing Perspective on Communication Policies," The Communication Summit, Washington, D.C., February 28, 1999.
  - "The Information Revolution and the Emerging Management Education Paradigm," On Line Educa, Berlin, Dec. 1998.
  - "Towards a New Management Education Paradigm," IDC Faculty Workshop, June 1998.
  - "An Extended Marketing Perspective on Corporate Architecture for the 21<sup>st</sup> Century," Japan Marketing Association, World Marketing Conference, Tokyo, April 1998.
  - "Winning the high Tech Wars: Strategies for Driving Change," NEC Management Team, Tokyo, April 1998.
  - "The Challenge of Customer-Driven Product and Service Customization," Senior management of Convatec, March 1998.
  - "Towards a New Marketing Paradigm", AMA Winter Marketing Educators= Conference, February 1998
  - "Positioning and Segmentation in the Global Information Age", IMS Marketing Management Meeting, January 1998
  - "The Challenge of Market Leadership", Bristol-Myers Squibb Medical Devices Group, January 1998.
  - "Driving Change: Preparing for the 21<sup>st</sup> Century", Business Writers= Seminar, December 1997
  - "Marketing Strategy in the Global Information Age", AMP Program, October 1997
  - "Integration of Marketing and other Business Functions: The Wharton Experience", AMA: 1997 Faculty Consortium B Chicago, August 1997
  - "Positioning and Segmentation Opportunities for Synergy and Growth", Cognizant Group's Marketing Council, July 1997
  - "Preemptive Strategies", Wharton Executive Education Competitive Marketing Strategies, June 1997
  - "Creative Joint Ventures and the Potential Role of the University", Philadelphia-Israel Chamber of Commerce, June 1997



- "Communicating and Marketing Your Excellence", Volunteer Committees of Art Museums - VCAM Conference, Philadelphia, April 1997
- "The Challenge of Information Technology to Marketing and Retailing in the 21st Century", University of Tokyo, April 1997
- "Toward a New Corporate Governance Model: Lessons from the Japanese and U.S. Experience", With Masaru Yoshitomi, the Corporate Governance Workshop, March 1997
- "Creating a Leading Global Medical Communication Company for the 21st Century", Medicus Group International, Inc., March 1997
- "Segmentation and Positioning for Sales Force Effectiveness", Sales Force Management, Wharton Executive Education, March 1997
- "Marketing Strategy in the Global Information Age: Implications for Modeling and Research", Ph.D. Proseminar, March 1997
- "Choices and Strategies for Universities in the Global Information Age", Provost=s Seminar on Information, February 1997
- "The Use of Conjoint Analysis-Based Survey to Determine Consumer Price Elasticities", Debriefing Session for the Anti-Trust Division, Washington, D.C., February 1997
- "The Challenge of Competitive Strategies in the Global Information Age", The Interdisciplinary Center for the Study of Business, Law and Technology, Herzliya, Israel, December 1996
- "Innovation and New Product Development", Tutorial at the 2nd International Workshop..., Santiago, Chile, October 1996
- "Creating a 21st Century Enterprise", Universidad Adolfo Ibanez, Vina del Mar, Chile, October, 1996
- "Marketing: The State of the Art", Conference of the 2nd International Workshop on Economics and Management, Santiago, Chile, October, 1996
- "The Technology Challenges for Family Business", Technology Day: The Web, The Future and You, the 1996 Family Firm Institute Conference, October, 1996
- "Innovative New Product and Service Development: Best Practice and Opportunities for experimentation", The Israel-North America Business Conference, New York, October, 1996
- "Creating a 21st Century Enterprise: Implications for Boards of Directors," Enhance Board of Directors, September, 1996
- "Innovation in New Product Development: Best Practice in Research, Modeling and Applications," Presentation to the JMR Editorial Board on the Special issue, August, 1996
- "Marketing Strategy in the Global Information Age: Implications for Research and Modeling," AMA 1996 Doctoral Consortium, July, 1996
- "Creativity and Innovation: The Management Edge in the Technological Age," the First Wind Lecture at the Interdisciplinary University of Law, Management and Technology (ISRAEL), May 1996.
- Address on Issues in Marketing Research for Legal Cases: Necessity of Using controls and the Propriety and Risk of Repetitive Probes", Marketing and Public Policy Conference, Washington, D.C., May, 1996.
- "Innovation and New Product and Business Development," CEO Circle, May 10, 1996.
- "Segmentation in the Global Information Age: Accomplishments, Problems and Challenges," The 1996 Converse Award Presentation, May 7, 1996
- "Advances in Marketing," Janssen Pharmaceutica, April 18, 1996.
- "Marketing in the Pharmaceutical Industry: Emerging Challenges and Opportunities," Keynote Address, Healthcare Marketing and Communications Council and Wharton Executive Education, Wharton School, April 8, 1996.
- "The Stakeholder Challenge for Increased European Competitiveness," Wharton European Forum, (London, England), March 29, 1996.
- "Product Launch," Software Development and Marketing for Competitive Advantage, IC<sup>2</sup>, The University of Texas Conference, March 20, 1996.
- "The Next Enterprise: Creating a Successful 21st Century Enterprise Today," The Hong Kong Management Association, January 12, 1996.

- "Toward Virtual Management Education," International Academy of Management (Boston, MA), December 8, 1995.
- "Business in the Global Information Age," The Interdisciplinary Center of Business, Law and Technology, December 3, 1995.
- "Marketing Issue in the Global Economy," Wharton Doctoral Consortium, August 11, 1995.
- "A View of Marketing Through the Prism of the 1977 and 1995 Doctoral Consortia," Wharton School, Doctoral Consortium, August 8, 1995.
- "Toward a New Marketing Paradigm," Ambrosetti Group's A.F. Meeting (Rome, Italy), March 8, 1995
- "Toward a New Marketing Paradigm: Lessons From and Implications to the Marketing of Services," Ambrosetti Group's Chief Executive Seminar (Milan, Italy), March 7, 1995.
- "The Value of Marketing Program," Janssen Pharmaceutica, January 9, 1995.
- "The Virtual University: Research and Action Agenda," The Virtual University Conference, SEI Center, January 12, 1995.
- "Marketing 2000," AIMSE/Wharton Investment Institute, January 13, 1995.
- "Beyond Brand Management," Wharton MBA Marketing Club, January 23, 1995.
- "A New Management Paradigm for the 21st Century Enterprise," Conference of the International Academy of Management, December 9, 1994.
- "Research Priorities in Marketing as Derived From the SEI Center for Advanced Studies in Management Work on Creating Successful 21st Century Enterprises," Doctoral Proseminar, November 16, 1994.
- "Creating a Successful 21st Century Enterprise: Implications for Business and Marketing Theory, Practice, Research and Education," The University of Tokyo, November 4, 1994.
- "State of the World: Trades, Problems and Prospects," YPO Philadelphia Chapter University, The Cloister, September, 1994.
- "Is Your Marketing Obsolete? Implications of the New Marketing Paradigm for Business and Non-profit Organizations," YPO Philadelphia Chapter University, The Cloister, September, 1994.
- "The Value of Marketing: A Research Agenda," Value of Marketing Conference, Stanford University, August 9, 1994.
- "Electronic Commerce: Progress and Prospects," AMA Conference, San Francisco, August 8, 1994.
- "Determining the Value of Marketing: A New Challenge to the Discipline," San Francisco AMA Conference, August 8, 1994.
- "JMR Special Issue on Innovation in New Product Development: Best Practice in Research, Modeling and Applications," JMR Editorial Board Meeting, San Francisco, August 7, 1994.
- "Entering the U.S. Consumer Durable Markets," Nijenrode Executive MBA Program, August 4, 1994.
- "A New Approach for Estimating the Demand for Interactive TV Products and Services, Interactive Industry 2000: Market Research for the Interactive Television Business," July 28-29, 1994.
- "Creating a 21st Century Enterprise," Poon Kam Kai Institute of Management, The University of Hong Kong, June 16, 1994.
- "Advances in U.S. Marketing and Their Implications to China," Joint faculty seminar of the School of Economics and Management, Tsinghua University and the School of Management, Peking University, June 15, 1994.
- "Toward a New Marketing Paradigm," a faculty seminar at the Hong Kong University of Science and Technology, School of Business and Management, June 14, 1994.
- "Empirical Generalizations in Marketing: Opportunities for MSI Research Program," MSI Board of Trustees Meeting, April 29, 1994.
- "Textbook of the Future: A Perspective From the Virtual University Lab," April 8, 1994.
- "The Impact of Marketing Science on Industry and Academia," The Oscar W. Neuhaus Lecture, Rice University, March 23, 1994.
- "The Challenge of a New Marketing Paradigm," University of Texas at Austin, March 23, 1994.
- "Market Driven Quality" at the Beyond Quality: Organizational Transformation to the 21st Century Enterprise, March 17-18, 1994.

- "The Marketing Challenges for the Philadelphia Orchestra," Presentation to the Board of Trustees of the Philadelphia Orchestra, March 1, 1994.
- "Pharmaceutical Marketing: Emerging Challenges and Opportunities," Pharmaceutical Advertising Council and Wharton Executive Education Conference on Reengineering Pharmaceutical Marketing, February 25, 1994
- "Role of Marketing in the New MBA Curriculum: Lessons from the Wharton Experience," AMA Winter Conference, February 21, 1994.
- "Empirical Generalizations in Marketing: Some Observations," Wharton Conference on Empirical Generalizations in Marketing, February 16-18, 1994.
- "The Value of Pharmaceutical Advertising and Promotion", Coalition of Healthcare Communication Conference, Marketing Conference in an Era of Change, New York October 27, 1993.
- "Advances in Marketing Strategies", Nijenrode University Executive Program, August 6, 1993.
- "Global Consumer Brand Strategies: Problems and Prospects", Seminar for the Business Partners of the Norwegian School of Management, June 11, 1993.
- "Determinants of New Product Success: Lessons from the U.S. and Japan", Faculty and Ph.D. students seminar at Erasmus University, June 10, 1993.
- "Getting the Most out of Benchmarking", Board of Directors of Wharton's Alumni Association, May 14, 1993.
- "Determinants of Successful Entry to the U.S. Market", Wharton-Recanati Program, May 12, 1993.
- "Marketing Opportunities in Japan and East Asia," with Hotaka Katahira and the International Forum Participants, April 18, 1993.
- "Toward a New Marketing Paradigm: Implications for Marketing Departments," Advisory Board Meeting of the Wharton's Marketing Department, April 8, 1993.
- "The New Wharton MBA Curriculum", Faculty seminar at Erasmus University, March 10 and June 10, 1993.
- "Marketing Science at a Crossroad", Inaugural Presentation as the first holder of the Unilever-Erasmus Marketing Professorship, Erasmus University, February 18, 1993.
- "The Strategic Impact of Market Driven Quality", with Paul R. Kleindorfer. ORSA/TIMS, San Francisco, Session on Customer Satisfaction and its Role in Global Competition. November, 1992.
- "Issues and Advances in New Product Development and Management: A U.S. Perspective", Advanced Industrial Marketing Strategy Seminar, September 18, 1992.
- "The Market Driven 21st Century Enterprise: Implications for Law Departments", Presentation at the SmithKline Beecham U.S. Law Department Conference on Customer Focus Continuous Improvement, April 28, 1992.
- "New Product Development: Problems, Advances and Prospects", Wharton's Advanced Industrial Marketing Strategy, March 19, 1992.
- "Preparing for the 21st Century Today", Securities Industry Institute, 40th Anniversary Program, March 1992.
- "The Successful 21st Century Enterprise as Customer Driven: Implications for Marketing and Management Science", University of Texas at Austin, Faculty Colloquium, February 1992.
- "Time Based Competition: Implications for Marketing Science", INSEAD Faculty Presentation, January 1992.
- "A New Management Paradigm for Israel's Schools of Management: Lessons from the New Wharton MBA Curriculum" Conference on the Future of Management Education in Israel, Jerusalem, Israel, October 16, 1991.
- "Designing & Implementing an Innovative MBA Program: Lessons from the Wharton Experience", Conference on the Future of Management Education in Israel, Jerusalem, Israel, October 16, 1991.
- "How to Develop Products More Often and Get Them to Market Faster: Guidelines for Functional Management", Ambrosetti Group, Milan, Italy, May 9-10, 1991.
- "Management in the 21st Century: Implications to the Fragrance Industry", Summit 2000 Conference of the Fragrance Association, April 8, 1991.

- "Marketing Research and Modeling for the 21st Century Enterprise: The Emerging Crisis and its Challenges", Management Science Roundtable, February 17, 1991, Redington Beach, FL.
- "Inducing Creativity and Innovation in Large Bureaucracies: Lessons from Marketing", RGK 4th International Conference on Creativity and Innovative Management, August 8-10, 1991, Los Angeles, CA.
- "Concept Testing for Generating and Evaluating Positioning Strategies", PDMA Positioning Conference, March 6, 1990, New York, NY.
- "Research Priorities in the Information Technology Area", MSI, Information Technology Steering Group, January 18, 1990.
- "Building the 21st Century Corporation Today: A Marketing Perspective", MASTERSHIP, January 9, 1990, Los Angeles, CA.
- "Globalization: Opportunities for Innovative Research and Modeling", UCLA, January 9, 1990, Los Angeles, CA.
- "Marketing Skills and Strategies for the 1990's", Pfizer International Marketing Managers, December 1989, Lambertville, NJ.
- "Increasing the Effectiveness of Your New Product Development", Indian Institute of Technology, November 1989, Bombay, India.
- "Competitive Advantage Through Strategic Marketing", Contel Corporation, October 1989, Lake of the Ozarks, MO.
- "Management in the 21st Century", Wharton Advanced Management Program, September 1989, Philadelphia, PA.
- "The Contributions of Strategy and Other Business Functions to the Creation of Innovative Marketing Knowledge", AMA Marketing Educators Conference, Chicago, August 1989.
- "The Current and Potential Contributions of Strategy and the Other Business Functions to the Creation of Innovative Marketing Knowledge", AMA Summer Conference, August, 1989, Chicago, IL.
- "Selecting and Negotiating International Strategic Alliances: Applications of the AHP", TIMS Osaka, July 1989.
- "Improving the Effectiveness of the Industrial New Product Development Process: Lessons from Industry – The AS 400 Case", 16th International Research Seminar in Marketing, La Londe les Maures, France, May 19, 1989.
- "Strategic Marketing", Studio Ambrosetti AP Milan Group, May 17, 1989.
- "Developing and Launching New Products: Costs, Risks, and Conditions for Success", Studio Ambrosetti, AF Marketing Group, May 16, 1989.
- "The Marketing Challenge for Top Management: Promises and Pitfalls of Expert Systems," University of California, Irvine, April 27, 1989.
- "Management in the 21st Century: Implications for Management Research and Education," University of California, Irvine, April 27, 1989.
- "The Globalization of Management Education: Options, Trade-Offs, and an Agenda for Implementation", AACSB Annual Meeting, April 18, 1989, Montreal.
- "A Contrarian Approach to Effective Pricing", The Pricing Institute, March 7, 1989, New York.
- "Achieving Competitive Advantage in Marketing", Securities Industry Association, March 6, 1989, Philadelphia, PA.
- "Courtyard by Marriott: Designing a Hotel Facility with Consumer Based Marketing Models", presented to the TIMS/AMA seminar Marketing Science: A Developmental Tool for Management Scientists, New York, November 16, 1988.
- "Technology and Marketing-Driven Global Portfolio of R&D Projects", with Robert DeLuccia presented at the ORSA/TIMS Joint National Meeting in Denver, Co, October 26, 1988.
- "Pitfalls and Challenges of Global Marketing", Second International Conference on Marketing and Development, Karl Marx University, Budapest, Hungary, July 12, 1988.
- "Information Technology and Marketing Strategy" with Eric Clemons, presented at IS, TC and Strategy Plenary Meeting, January 1988.
- "A New Challenge for Human Resource Management: Incorporating a Marketing Perspective", The Lauder Institute: International Human Resource Conference, December 1987.

- "Advances in Marketing Strategy and Research", Wharton Alumni Club, Milan, October 1987.
- "Marketing and Corporate Strategy", Studio Ambrosetti, Milan, October 1987.
- "Marketing for Financial Institutions", Studio Ambrosetti, Milan, October 1987.
- "Proactive Marketing Research and Modeling: Pitfalls and Prospects", PMRG Fall, 1987 meeting, Captiva Island, Florida, October 1987.
- "Turning Salespeople and Non-Marketing Executives into Marketing Strategists", AMA Marketing Educators' Conference, Toronto, August 1987.
- "International Marketing", Wharton Alumni Club, Toronto, August 1987.
- "Marketing and Technology: Progress, Problems, and Prospects", European-American Symposium, Enschede, The Netherlands, June 29-July 1, 1987.
- "Second Generation Expert Systems: Incorporating Enhanced Explanation and Learning", Marketing Science Conference, Jouy-en-Josas, France, June 24-26, 1987.
- "Market Segmentation: Shortcomings and Opportunities", 1987 Attitude Research Conference, West Palm Beach, Florida, May 1987.
- "Advances in Marketing Research and Modeling", Studio Ambrosetti, Milan, December 1986.
- "Advances in Management Strategy: A Marketing Perspective", The Institute of Management Consultants, March 1986.
- "The Marketplace of the Future: Global Consumers", Advertising Research Foundation 50th Anniversary Conference, March 1986.
- "A Marketing Perspective for Public Management: Research Implications", Wharton Department of Public Policy and Management Brown Bag Seminar, January 1986.
- "Advances in Global Marketing Strategy: Concepts, Methods, and Applications", International Symposium on Recent Developments in Management Research, Helsinki, Finland, 1986.
- "Expert Systems in Marketing", TIMS October 1986 Conference, Miami.
- "Advances in Portfolio Analysis and Strategy", Chinese Management Association, Taipei, July 1985.
- "New Development in Marketing and Planning", WEFA/Lauder Seminar, June 1985, Tokyo, Japan. Sessions on Advances in Market Segmentation, Product Positioning and Portfolio Analysis and Strategy.
- "Advances in Portfolio Analysis and Strategy", University of Illinois, Theories of Marketing Practice Conference, May 1985
- "Micro Computers in Marketing", Marketing Science Conference, March 1985.
- "Global Marketing Strategies", New York University, 1985.
- "Diffusion Models: The State of the Art", ASA conference, 1984.
- "Management Education in a Global Context", University of Pennsylvania Conference on Management Education and Foreign Languages, December 1984;
- "Generating and Evaluating Industrial Marketing Strategies Using the AHP", TIMS Conference, November 1984;
- "A Innovation Diffusion and New Product Forecasting", TIMS Conference, November 1984;
- "Foreign Market Entry and Import Protection Strategies", Israel Institute of Management, October 1984.
- "The Contribution of Consulting to the Consumer Research Discipline", ACR conference, October 1984.
- "The CEO and the Board", Strategic Management Conference, October 1984.

## **PROFESSIONAL AFFILIATIONS AND AWARDS**

### **Professional Affiliations**

1. Fellow of the International Academy of Management (1989-), Vice Chancellor for the Americas, 1996
2. Academy of International Business
3. American Marketing Associations
4. American Association for Public Opinion Research

5. American Psychological Association, Division of Consumer Psychology (Div. 23)
6. Association for Consumer Research
7. International Communication Association
8. Product Development and Management Association
9. Psychometric Society
10. Strategic Management Society
11. INFORMS – The Institute of Management Sciences
12. The Market Research Society (London)

## **Professional Awards**

### **1. Honorary Degrees**

M.A. Honors, University of Pennsylvania, 1971

### **2. Awards**

- The Paul D. Converse Award, 1996.
- American Marketing Association/Irwin Distinguished Educator Award, 1993.
- First Faculty Impact Award, Wharton Alumni Association, 1993.
- First Runner-Up in the 1988 Franz Edelman Award for Management Science/Achievement.
- The 1985 Charles Coolidge Parlin Award.
- Elected as the 1984 member of the Attitude Research Hall of Fame.
- Delivered the 13th (1981) Albert Wesley Frey Lecture, University of Pittsburgh.
- *My Product Policy* book won the 1979 Book of the Year Award given by the editors of Expansion (Mexico).
- Winner of two Alpha Kappa Psi Foundation Awards for the best article published in the Journal of Marketing in 1973 and 1976.
- Runner up of the 1983 William O'Dell Award for "the article published 5 years earlier in JMR which stood the test of time and made the most significant long run contribution to Marketing Theory, methodology and practice".
- Winning paper (with Paul E. Green) of American Psychological Association Division of Consumer Psychology, 1972 Research Design Competition.
- A finalist (top 5) for the 1980 Wharton Award for teaching excellence.

### **3. Citations**

- Third highest ranked Marketing Scholar in the University of Maryland's Kirkpatrick and Locke Faculty Scholarship Study, 1985 (based on number of publications, citations, and peer ratings).
- 10th highest ranked marketing Scholar in the Cote, Leong and Cote "Assessing the Dissemination and Utilization of Marketing Research in the Social Sciences: A Citation Analysis Approach", 1990.

### **4. Research Grants**

- National Science Foundation: U.P. Research Grant (Summer 1970);
- General Foods, the Jell-O Division (1971);
- N.W. Ayer (1972) - (with Paul E. Green);
- Downe Communication, Inc. (1972);
- Lever Brothers (1972) - (with Paul E. Green);
- Thomas Jefferson University Hospital (1973);
- AT&T (1973);
- The Robert Wood Johnson Foundation Clinical Scholar Fund (1974);
- The John and Mary R. Markle Foundation with R.E. Frank (1975-76);
- National Science Foundation (Grant No. 51575-12928) (1975);
- The National Health Care Management Center of the Leonard Davis Institute with Thomas Robertson (1977).

## **5. Fellowships**

- Hebrew University Awards 1959/60; 1964/65; 1965/66;
- Ford Foundation Fellowship 1963/64;
- Owen D. Young: General Electric Fellowship in Marketing 1964/65; 1965/66;
- Bankendorf Fellowship 1964/65;
- Stanford University Fellowship 1964/65; 1965/66.

## PERSONAL DATA

### Address:

**Office:** University of Pennsylvania  
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Fax: (215) 898-1703  
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**Residence:** 1041 Waverly Road  
Gladwyne, PA 19035  
Tel: (610) 642-2120  
Fax: (215) 642-2168

**Date of Birth:** March 27, 1938

**Place of Birth:** Haifa, Israel

**Citizenship:** U.S. and Israel

**Marital Status:** Married to Vardina Wind, Artist, (BA in Sociology, Hebrew University, 1962, MA in Communications, University of Pennsylvania, 1974); Two children, 32 and 37.

### Non-Professional Affiliations:

The Philadelphia Museum of Art – Trustees and Associates (Phila.)  
The Institute of Contemporary Art of the University of Pennsylvania (Phila.)  
The Museum of Modern Art (New York)  
American Craft Museum (New York)  
Pennsylvania Academy of the Fine Arts (Phila.)  
Whitney Museum of American Art (New York)  
U.S. Holocaust Memorial Museum (Washington D.C.)  
The Jewish Museum (New York)  
Guggenheim Museum (New York)

### Illustrative Pro Bono Activities

The Philadelphia Museum of Art. Trustee (1992 - ). Lead a trustee committee and the management and curatorial staff of the museum in the development of a market driven strategy, (1990); Member of the Nominating Committee (1999 - )Member of Trustee Committees for Development (1993 - 97), Special Exhibitions (1993 - 95), and Strategy (1997-8). Member of the Corporate Executive board of the Museum since 1996.

University of Pennsylvania Museum of Archeology and Anthropology. Help establish a vision and revenue generation strategies (1999- )

The Philadelphia Orchestra. Advisor regarding the development of Marketing Strategy (1994-97).

The Interdisciplinary Center, Herzliya (Israel), all planning activities and other involvement (as outlined; see page 34).

The Jewish Federation of Greater Philadelphia: Member of the Financial Resource Development Committee, 1990-92.

Operation Independence, Israeli Management School Oversight Committee, 1991- 1992

### Military Service:

Completed active duty in the Israeli Artillery Corps. (1956 to 1958).  
Second Lieutenant.

October 26, 1999